

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF
TECHNOLOGY AND DESIGN



PROGRAM

**Final Scientific and Practical Conference on the Results of the
International Competition of Smart Idea Contest
“The future generation has a smart idea”**

KYIV 2025

The competition is held within the framework of the implementation of the following projects



Co-funded by the
Erasmus+ Programme
of the European Union



**Project K2 – SEAL-NR
Skills Enrichment for Adaptive
Leadership in the New Reality**

**PROGRAM
of the final scientific and practical conference based on the results of the competition**

October 24, 2025

9:45-10:00	Registration of participants Section 1 https://us05web.zoom.us/j/84711871659?pwd=MJgRauPWohbkTbVZ48QaopTa9H3gu6.1 Meeting ID: 847 1187 1659 Passcode: 9EnGcg
10:00-12:00	Greetings to the participants. Listening to the reports of the Competition participants.
14.30 – 15.00	Award ceremony for the winners of the Competition https://us02web.zoom.us/j/7278877577?pwd=Ygal2q5M9GukQsjVVpp8i42uqsbebR.1&omn=84023526185 Meeting ID: 727 887 7577 Passcode: 2025
	Closing of the Competition.

Section 1

<i>Time</i>	<i>Report topic</i>
10.10	<p>Mariia-Anastasiia Kravets <i>Ivan Boberskyi Lviv State University of Physical Culture, Ukraine, Lviv</i></p> <p>MAXIMIZING VALUE, MINIMIZING WASTE: UNDERSTANDING THE LEAN SYSTEM AND ITS APPLICATION IN MODERN BUSINESS</p> <p><i>Scientific supervisors: Anatoliy Pavlenchyk, Candidate of economic sciences, Associate Professor</i></p>
10.20	<p>Mariia Filonenko <i>Taras Shevchenko National University of Kyiv, Ukraine, Kyiv</i></p> <p>WARTIME PERSONNEL MANAGEMENT IN BANKING INSTITUTIONS</p> <p><i>Scientific supervisor: Oksana Zhylinska, Doctor of Economic Sciences, Professor</i></p>
10.30	<p>Viktoriia Kharchenko <i>Kharkiv National Automobile and Highway University, Ukraine, Kharkiv</i></p> <p>Oleksandr Bocharov <i>Kharkiv National Automobile and Highway University, Ukraine, Kharkiv</i></p> <p>METHODOLOGICAL FRAMEWORK FOR EVALUATING GENDER SENSITIVITY IN CORPORATE CULTURE OF ENTERPRISES</p> <p><i>Scientific supervisors: Iryna Fedotova, Doctor of Economic Sciences, Professor</i></p>
10.40	<p>Oleksandr Ponomarov <i>Simon Kuznets Kharkiv National University of Economics, Ukraine, Kharkiv</i></p> <p>Formation of an effective management information support system</p> <p><i>Scientific supervisor: Oleksandra Kanova, Cand. Sc. (Economic), Associate Professor</i></p>
10.50	<p>Viktoriia Piavchuk <i>Polissia National University, Zhytomyr, Ukraine</i></p> <p>MANAGEMENT OF DAIRY PRODUCT QUALITY IN THE CONTEXT OF UKRAINE'S EUROPEAN INTEGRATION</p> <p><i>Scientific supervisor: Valinkevych Nataliia, Doctor of Economic Sciences, Professor</i></p>
11.00	<p>Kateryna Doloshytska <i>Lviv Polytechnic National University, Ukraine, Lviv</i></p>

	DIGITAL MARKETING IN WARTIME <i>Scientific supervisor: Olga Melnyk, Doctor of Economic Sciences, Professor</i>
11.10	<p>Stepanenko Kateryna <i>Kyiv National Economic University named after Vadym Hetman Ukraine, Kyiv</i></p> <p>RECRUITMENT AGENCIES: THEORETICAL FOUNDATIONS AND ANALYTICS OF THE MODERN LABOR MARKET OF UKRAINE</p> <p><i>Scientific supervisors: Vonberg Tetiana PhD in Economics, Associate Professor</i></p>
11.20	<p>Antonii Pakhut <i>National University of Water and Environmental Engineering, Rivne</i></p> <p>MANAGERIAL MODEL OF STUDENT SELF-GOVERNMENT DEVELOPMENT AS A TOOL FOR LEADERSHIP FORMATION</p> <p><i>Scientific supervisor: Olena Doroshenko PhD in Economics, Associate Professor</i></p>
11.30	<p>Oleksandr Fedchyk <i>National University of Water Management and Nature Resources Use, Ukraine, Rivne</i></p> <p>TNC INVESTMENT IN HIGH TECHNOLOGY AS A KEY FACTOR IN GLOBAL ECONOMIC EXPANSION</p> <p><i>Scientific supervisor: Alla Zhembra, PhD, associate professor</i></p>
11.40	<p>Sofiia Bodun <i>Lutsk National Technical University, Ukraine</i></p> <p>Dariia Kovalchuk <i>Lutsk National Technical University, Ukraine</i></p> <p>DIGITAL TRENDS IN HOTEL MANAGEMENT: IMPACT OF ONLINE RATINGS</p> <p><i>Scientific supervisor: Nataliia Vavdiuk, Dr. Sc. (Econ), Professor</i></p> <p><i>Scientific supervisor: Dorota Piotrowska, dr inż., Professor</i></p>
11.50	<p>Anna Kolisnyk <i>Poltava State Agrarian University, Ukraine</i></p> <p>Rostyslav Protas <i>Jan Dlugosz University in Czestochowa, Poland</i></p>

	<p style="text-align: center;">INNOVATION AND COMMUNICATION MECHANISM AS A DRIVER OF EFFECTIVE CORPORATE MANAGEMENT</p> <p style="text-align: right;"><i>Scientific supervisor: Oliinyk A.S., Candidate of Economic Sciences, Associate Professor</i></p>
12.00	<p>Lutsenko Milolika <i>Kyiv National University of Technologies and Design, Ukraine, Kyiv</i></p> <p style="text-align: center;">THE ROLE OF THE STATE, BUSINESS AND EDUCATION IN THE FORMATION OF AN ENVIRONMENTALLY CONSCIOUS ENVIRONMENT</p> <p style="text-align: right;"><i>Scientific supervisor: Nataliia Buhas Candidate of Economic Sciences, Associate Professor</i></p>
12.10	<p>Anastasiia Stepanchuk <i>Zhytomyr Polytechnic State University, Ukraine, Zhytomyr</i></p> <p>Karyna Hrybuk <i>Zhytomyr Polytechnic State University, Ukraine, Zhytomyr</i></p> <p style="text-align: center;">INTERNATIONAL ACADEMIC MOBILITY AS A CATALYST FOR CROSS-CULTURAL MANAGEMENT AND INNOVATION</p> <p style="text-align: right;"><i>Scientific supervisor: Tetyana Ostapchuk, Doctor of Economics, Professor</i></p>
12.20	<p>Bohdan Grishko <i>Kremenchuk Mykhailo Ostrohradskyi National University</i></p> <p style="text-align: center;">THE ROLE OF INTERNATIONAL DIGITAL PLATFORMS IN THE DEVELOPMENT OF E-COMMERCE</p> <p style="text-align: right;"><i>Scientific supervisor: Maslak Olga Doctor of Economics, Professor</i></p>
12.30	<p>Olha Samchuk <i>State University of Trade and Economics</i></p> <p style="text-align: center;">DIGITALIZATION OF CORPORATE SOCIAL RESPONSIBILITY AT ENTERPRISE</p> <p style="text-align: right;"><i>Scientific Supervisor: Khmurova Viktoriia, PhD in Economics, Associate Professor</i></p>
12.40	<p>Harun Oleksandr <i>IVANO-FRANKIVSK NATIONAL TECHNICAL UNIVERSITY OF OIL AND GAS</i></p> <p style="text-align: center;">FORMATION OF CORPORATE CULTURE OF ENERGY ENTERPRISES IN TIMES OF CRISIS</p> <p style="text-align: right;"><i>Supervisor: Zapuhlyak Ivanna</i></p>

	<i>Doctor of Economics, Professor</i>
12.50	<p>Hurynets Karyna <i>Kyiv National University of Technologies and Design, Ukraine, Kyiv</i></p> <p style="text-align: center;">LEADERSHIP PRACTICES FOR REBUILDING THE ECOSYSTEM OF UKRAINIAN ENTERPRISES</p> <p style="text-align: right;"><i>Scientific supervisor: Nataliia Buhas</i> <i>Candidate of Economic Sciences, Associate Professor</i></p>
13.00	<p>Makovoz Serhii <i>National Technical University "Kharkiv Polytechnic Institute</i> <i>Dresden University of Technology</i></p> <p style="text-align: center;">THE PRINCIPLE OF CAUTION IN CORPORATE CULTURE: CHALLENGES OF THE DIGITAL ERA</p> <p style="text-align: right;"><i>Scientific supervisor: Shmatko Nataliia</i> <i>Doctor of Economics, Professor</i></p>

Section 2

Time	Report topic
10.10	<p>Anastasiia Kalinchuk <i>Taras Shevchenko National University of Kyiv, Ukraine, Kyiv</i></p> <p style="text-align: center;">DEVELOPING CREATIVITY OF MODERN LEADERS</p> <p style="text-align: right;"><i>Scientific supervisor: Iryna Horbas</i> <i>PhD in Economics, Associate Professor</i></p>
10.20	<p>Victoria Tsisaruk <i>Lutsk National Technical University, Ukraine</i></p> <p>Alina Shepeleva <i>Anglo-American University, Czech Republic</i></p> <p style="text-align: center;">ESTABLISHING EFFECTIVE COMMUNICATION BETWEEN TOP MANAGEMENT AND PROCUREMENT MANAGERS</p> <p style="text-align: right;"><i>Scientific supervisor: Nataliia Koretska,</i> <i>PhD in Economic, Associate Professor,</i> Anna Maria Kamińska, <i>PhD in Economic, Associate Professor,</i> <i>Wroclaw University of Technology, Poland</i></p>
10.30	<p>Taisiia Lebedynets <i>National University of Food Technologies, Ukraine, Kyiv</i></p> <p style="text-align: center;">SOCIAL WELL-BEING AS A DRIVING FORCE FOR SUSTAINABLE DEVELOPMENT IN UKRAINE: INTEGRATION OF BEST INTERNATIONAL PRACTICES</p> <p style="text-align: right;"><i>Scientific supervisor: Liana Maznyk,</i> <i>PhD in Economic, Associate Professor</i></p>
10.40	<p>Sofiia Bryhina <i>Bohdan Khmelnytskyi Melitopol State Pedagogical University, Ukraine, Zaporizhzhia</i></p> <p style="text-align: center;">INSTITUTIONAL SUPPORT FOR ECONOMIC STABILITY IN UKRAINE'S HOTEL AND RESTAURANT SECTOR AMID HYBRID THREATS</p> <p style="text-align: right;"><i>Scientific supervisor: Natalia Babko,</i> <i>PhD in Economics, Associate Professor</i></p>
10.50	<p>Iryna Zamulko <i>Lviv Polytechnic National University, Ukraine, Lviv</i></p> <p style="text-align: center;">THEORETICAL ASPECTS OF PERSONNEL ADAPTATION TO THE PROFESSIONAL ENVIRONMENT IN THE CONDITIONS OF WAR IN UKRAINE</p>

	<i>Scientific supervisor: Orysia Pshyk-Kovalska, PhD in Economics, Associate Professor</i>
11.00	<p>Oleksandra Tarara <i>National University of Water and Environmental Engineering, Ukraine, Rivne</i></p> <p style="text-align: center;">TRENDS IN THE GLOBAL ARMS MARKET AND THEIR IMPACT ON THE GLOBAL BUSINESS ENVIRONMENT</p> <p style="text-align: right;"><i>Scientific supervisor: Kovshun Natalia Doctor of Economics, Professor</i></p>
11.10	<p>Iryna Sukhovarova-Zhorno <i>Lviv Polytechnic National University, Ukraine, Lviv</i></p> <p style="text-align: center;">MANAGING THE DEVELOPMENT OF THE UKRAINE'S AGRICULTURAL SECTOR ON THE BASIS OF CIRCULAR ECONOMY</p> <p style="text-align: right;"><i>Scientific supervisor: Halyna Yosypivna Luchko, PhD in Economics, Associate Professor</i></p>
11.20	<p>Daria ILCHENKO <i>Simon Kuznets Kharkiv national university of economics, Ukraine, Kharkiv</i></p> <p style="text-align: center;">PROSPECTS FOR THE INNOVATIVE TRANSFORMATION OF LOGISTICAL PROCESSES OF STATE-OWNED ENTERPRISES BASED ON INDUSTRY 4.0 TECHNOLOGIES</p> <p style="text-align: right;"><i>Scientific supervisor: Tetiana SIGAIEVA, PhD in Economics</i></p>
11.30	<p>Denys Onopriichuk <i>Mykolayiv National Agrarian University, Ukraine, Mykolayiv</i> Aurika Barbalat</p> <p style="text-align: center;">OPTIMIZATION OF PLANNING OF ACTIVITIES OF LLC "PROMIN", PERVOMAISKY DISTRICT, MYKOLAYIV REGION</p> <p style="text-align: right;"><i>Scientific supervisor: Anna Burkovska, PhD, Associate Professor</i></p>
11.40	<p>Illia Pshenychnyi <i>Mykolayiv National Agrarian University, Ukraine</i> Denys Onopriichuk <i>Mykolayiv National Agrarian University, Ukraine</i></p> <p style="text-align: center;">ORGANIZATIONAL AND ECONOMIC PROCEDURES OF BUSINESS PLANNING OF ENTREPRENEURIAL ACTIVITIES ON THE EXAMPLE OF KERNEL-TRADE LLC</p> <p style="text-align: right;"><i>Scientific supervisor: Anna Burkovska,</i></p>

		<i>PhD, Associate Professor</i>
11.50	<p>Valeriia Samoilova <i>Kharkiv National Automobile and Highway University</i></p> <p>Karina Puhach <i>Kharkiv National Automobile and Highway University</i></p> <p style="text-align: center;">TRANSFORMATION OF CORPORATE CULTURE AS A FACTOR OF IMPROVING THE EFFICIENCY OF ENTERPRISE MANAGEMENT"</p> <p style="text-align: right;"><i>Scientific supervisor: Nadiia Bocharova, <i>PhD, Associate Professor</i></i></p>	
12.00	<p>Andriana MYKYTYUK <i>West Ukrainian National University, Ukraine, Ternopil</i></p> <p>Olha SHMIHEL <i>West Ukrainian National University, Ukraine, Ternopil</i></p> <p style="text-align: center;">INFORMATION SUPPORT FOR MANAGEMENT OF INVESTMENT ACTIVITIES OF AN ENTERPRISE IN CONDITIONS OF RISK AND UNCERTAINTY</p> <p style="text-align: right;"><i>Scientific supervisor: Yuliia MYKYTYUK, <i>PhD (Economics), Associate Professor</i></i></p>	
12.10	<p>Valeriia Hembik <i>Kyiv National University of Technologies and Design, Ukraine, Kyiv</i></p> <p style="text-align: center;">IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE MANAGEMENT STRATEGY OF ORGANIZATIONS</p> <p style="text-align: right;"><i>Scientific supervisor: Svitlana Bondarenko <i>Doctor of Economics, Associate Professor</i></i></p>	
12.20	<p>Alina Benderska <i>Odesa National Economic University</i></p> <p style="text-align: center;">BRAND MANAGEMENT IN INTERNATIONAL MARKETS</p> <p style="text-align: right;"><i>Scientific supervisor: Julia Brovkina, <i>associate professor, PhD of the Management</i></i></p>	
12.30	<p>Tonh Le Diana <i>State University of Trade and Economics</i></p> <p style="text-align: center;">SYNERGY OF MARKETING AND CORPORATE MANAGEMENT FOR SUSTAINABLE BUSINESS DEVELOPMENT</p> <p style="text-align: right;"><i>Scientific Supervisor: Bieliaieva Nataliia, <i>PhD in Economics, Associate Professor</i></i></p>	
12.40	<p>Anton Kutishevskyi Yuliia Hoisiuk <i>Kyiv National Economic University named after Vadym Hetman Ukraine, Kyiv</i></p>	

	<p style="text-align: center;">CUSTOMER-CENTRIC LOYALTY MANAGEMENT STRATEGIES IN THE DIGITAL ECONOMY</p> <p style="text-align: right;"><i>Scientific supervisors: Victoria Gonchar Doctor of Economics, Professor</i></p>
12.50	<p>Yulia Shyshlova <i>Kremenchuk Mykhailo Ostrohradskyi National University</i></p> <p style="text-align: center;">INFLUENCE OF INNOVATIVE RISK MANAGEMENT METHODS ON PERFORMANCE IN INVESTMENT ACTIVITIES</p> <p style="text-align: right;"><i>Scientific supervisor: Sakun Lesya Candidate of Economic Sciences, Associate Professor</i></p>
13.10	<p>Dominika Riznyk Daryna Kovalchuk <i>Lutsk National Technical University</i></p> <p style="text-align: center;">ASSESSMENT WOMEN'S LEADERSHIP IN LNTU</p> <p style="text-align: right;">Scientific advisors: Nataliia Koretska, PhD, As. Prof., Mariusz Mazurkevich, PhD, DSc., Professor, Wroclaw Tech</p>